Brand Resources

Not sure who to contact? Learn the differences between the Brand Management and Erickson Branded Solutions support.

Erickson SENIOR LIVING® | BRAND MANAGEMENT

Erickson SENIOR LIVING® | ERICKSON BRANDED SOLUTIONS

Brand Management BrandManagement@erickson.com	**Both**	**EBS Support** EBSSupport@erickson.com
• Serve as subject matter experts and guardians of the Erickson Senior Living brand	• Work to ensure the integrity of the Erickson Senior Living brand is upheld	• Serve as subject matter experts for all EBS brand-related questions
• Collaborate on the development of branded assets, including logo lockups, program icons, etc.	• Collaborate on developing and approving branded materials available to team members	• Responsible for the addition, updating, and removal of all EBS assets available for order
• Develop and maintain templates on the Brand Management Center (eLINK)	• Offer support to team members via email to address questions and item requests	• Act as a liaison between Erickson Senior Living and community team members and our approved vendors
• Create and enforce policies outlining appropriate usage of brand elements		• Explore new branded product offerings, including apparel, promotional items, team-specific materials, etc.
• Partner with various teams to execute enterprise-wide brand initiatives, such as community signage and vehicles		• Oversee vendor service agreement and quality assurance expectations